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OCTOBER
1979

pocket summary

of registrations

new cars

new trucks

R. L. POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS — MONTH

MAKES	OCTOBER		% '79 VS '78	% IND	
	1979	1978		1979	1978
AMC	16889	12655	133.46	1.90	1.46
(Concord)	7909	8523	92.80	.89	.98
Chrysler	25025	22470	111.37	2.82	2.59
(LeBaron)	9904	10307	96.09	1.11	1.19
Dodge	35741	36903	96.85	4.04	4.27
(Diplomat)	4307	4958	86.87	.49	.57
(Colt)	4742	3213	149.14	.54	.37
(Challenger)	852	1928	44.19	.10	.22
(Omni)	7924	7180	110.36	.89	.83
(Aspen)	10536	11315	93.77	1.22	1.32
Plymouth	29118	31174	93.40	3.28	3.60
(Arrow Pickup)	3258	2350	138.64	.37	.27
(Sapporo)	827	1450	57.03	.09	.17
(Horizon)	9897	9659	102.46	1.12	1.12
(Volare)	14163	14067	98.56	1.59	1.62
(Fury)	0	2246	.27	-	.26
Chrysler Corp.	89434	90547	99.32	10.14	10.46
Ford	130370	135935	95.91	14.70	15.70
(Fiesta)	5895	6180	95.39	.66	.71
(Pinto)	13642	12495	109.58	1.54	1.44
(Fairmont)	28500	35177	81.02	3.22	4.06
(Granada)	11574	18474	63.19	1.32	2.13
(Lincoln)	1357	7485	18.13	.15	.86
(Mustang)	25516	13093	195.48	2.88	1.51
(T-Bird)	23248	19326	120.29	2.62	2.23
(Lincoln)	10919	17088	63.90	1.23	1.97
(Mark V)	5178	6991	74.07	.58	.80
(Versailles)	1220	1343	87.58	.14	.16
Mercury	43054	38322	112.35	4.86	4.43
(Zephyr)	7864	9124	86.20	.89	1.05
(Monarch)	4278	6802	62.89	.48	.79
(XR7 Cougar)	12056	12620	95.53	1.36	1.46
(Bobcat)	6862	1488	446.37	.75	.17
Lincoln-Mercury	53478	55410	97.42	6.04	6.43
Ford Motor Co.	184348	191345	96.34	20.79	22.10
Buick	58467	65470	89.38	6.65	7.62
(Skyhawk)	1903	2028	74.11	.17	.23
(Skylark)	11575	8820	131.24	1.31	1.02
(Century)	25307	27803	91.02	2.85	3.21
(Regal)	3570	1897	188.19	.40	.22
(Le Sabre)	565	2014	27.48	.06	.23
Buick Div.	54532	67984	87.56	6.71	7.85
(Cutlass)	27176	27305	100.99	3.11	3.15
(Eldorado)	4427	2914	169.08	.55	.34
(Seville)	3442	4541	86.95	.45	.52
Oldsmobile	175441	194474	91.91	14.85	22.11
(Omega)	28779	21054	136.69	3.25	2.43
(Monza)	9773	14180	68.89	1.10	1.64
(Starfire)	15337	15341	99.97	1.73	1.77
(Cutlass Supreme)	24895	19464	153.59	3.38	2.25
(Malibu)	28574	29841	96.09	5.23	3.44
(Calais)	3812	3367	113.22	.43	.39
(Delta 88)	78754	80007	98.44	8.88	9.24
(Starfire)	1251	1388	90.13	.14	.16
(Omega)	4059	4028	115.67	.53	.47
(Cutlass)	45636	42672	107.41	5.17	4.92
(Toronado)	3307	1407	225.43	.37	.17
Pontiac	61246	72220	85.77	6.99	8.34
(Sunbird)	5044	7803	77.46	.68	.90
(Phoenix)	7078	5057	139.96	.80	.58
(Lemans)	9440	10677	88.41	1.06	1.23
(Firebird)	10951	12145	90.16	1.24	1.41
GM Mfg. Corp.	403804	439000	91.98	45.54	50.69
Misc. Domestic	392	284	121.80	.04	.03
Other Import	141451	132195	144.87	21.59	15.26
U.S. Total	886778	865991	102.40		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '79 VS. '78	% IND		YEAR END 1978
	1979	1978		1979	1978	
AMC	125980	135274	-3.13	1.44	1.47	157747
(Concord)	71097	91334	-77.84	.81	.99	105436
Chrysler	212124	242957	-87.31	2.42	2.65	284631
(Le Baron)	87058	98613	-88.89	1.00	1.08	114811
Dodge	384871	417152	-93.46	4.44	4.55	484245
(Diplomat)	40846	47761	-85.10	.46	.52	57645
(St.)	56870	38476	135.89	.66	.42	46126
(Challenger)	12540	13431	-93.37	.14	.15	16773
(Omni)	100445	88815	194.08	1.22	.75	84288
(Aspen)	104847	133728	-78.25	1.19	1.46	154741
Plymouth	336341	375114	-82.58	3.83	4.09	434718
(Arrow Sport)	19502	23261	164.85	.45	.25	28040
(Sapporo)	10976	9567	114.73	.13	.10	12044
(Horizon)	125461	93424	134.31	1.43	1.02	113051
(Volare)	146113	178458	-82.76	1.68	1.95	207846
(Fury)	3185	58615	-5.43	.04	.64	51517
(Chrysler Corp)	1336041	1035223	90.61	10.69	11.24	1214144
Ford	1312980	1560969	-84.11	14.96	17.02	1845078
(Fiesta)	65435	85393	100.83	.75	.71	76001
(Pinto)	159044	141340	112.80	1.81	1.54	166384
(Fairmont)	273358	342166	-79.89	3.11	3.73	399995
(Granada)	120494	184540	-65.29	1.37	2.01	217078
(LTD II)	25465	127033	-20.04	.30	1.39	139304
(Mustang)	251531	146831	171.31	2.87	1.60	187923
(T-Bird)	171075	256563	-66.68	1.95	2.80	297040
(Zephyr)	105232	142676	-73.76	1.20	1.56	178873
(Mark V)	42240	57491	-73.48	.49	.63	72274
(Versailles)	11647	10904	106.81	.13	.12	14304
(Mercury)	425843	471659*	-90.51	4.86	5.14	584742
(Zephyr)	80834	102146	-79.10	.92	1.11	120046
(Monarch)	65741	69827	-72.10	.53	.71	77245
(Marquis Coupe)	104345	161185	-64.80	1.19	1.75	188138
(Cougar)	76108	5977	-	.87	.07	17827
(Lincoln Mercury Div.)	532128	614334	-86.52	6.08	6.70	743665
(Ford Motor Co.)	1845105	2175303	-84.82	21.04	23.72	2588743
(Buick)	575250	635873	-90.47	6.55	6.93	782532
(Skyhawk)	15983	18423	-86.85	.18	.20	21691
(Skylark)	81803	84534	-96.56	.93	.92	97033
(Century)	254415	262002	-97.10	2.90	2.86	317169
(Regal)	41511	15457	250.14	.47	.17	23142
(Le)	13250	15203	-87.15	.15	.17	16833
(Buick Div.)	588500	651076	-90.34	5.70	7.10	781365
(Cadillac)	252703	270111	-93.56	2.88	2.94	335053
(Eldorado)	31124	34483	148.27	.58	.38	43681
(Seville)	34302	42168	-81.35	.39	.45	52396
(Chevrolet)	1784014	1910850	-93.62	20.36	20.84	2244990
(Chevette)	319150	202526	153.09	3.52	2.21	241022
(Monza)	121342	125843	-96.42	1.38	1.37	154541
(Camaro)	178843	207949	-85.93	2.03	2.26	251983
(Citation Nova)	233465	209357	111.50	2.66	2.28	243444
(Malibu)	267131	302722	-94.85	3.27	3.31	305146
(Corvette)	33474	32858	101.87	.38	.36	40460
(Impala/Bel Air)	791210	801918	-98.66	9.01	8.74	967866
(Sprint)	15982	18047	104.11	.18	.19	17481
(Chevy)	35805	38421	100.86	.42	.40	42215
(Chevy)	433574	417840	103.75	4.93	4.55	501475
(Caprice)	38254	18445	207.39	.44	.20	25056
Pontiac	663330	710687	-93.34	7.56	7.75	857083
(Sunbird)	75644	74024	102.18	.86	.81	88468
(Phoenix)	109571	94224	123.05	1.24	1.03	59971
(Lemans)	28283	27409	100.84	1.12	1.06	118700
(Firebird)	130440	145057	-89.27	1.50	1.58	177142
(GM Mfg. Div.)	4384757	4344642	-94.02	46.51	47.37	5236367
(Misc. Import)	3468	3511	104.83	.05	.04	4244
(Other Import)	1780447	1477440	120.50	20.29	16.11	1744684
(U.S. Total)	8776746	9172043	-95.71			10440104

UNITED STATES SUMMARY

(Memo Total) — Included in Make Total

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1979			YEAR TO DATE 1978		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	391383	19.81	1	372018	22.58	1
DATSUN	365586	18.50	2	288402	17.50	2
HONDA	283847	14.37	3	222693	13.51	3
VOLKSWAGEN	245677	12.43	4	196954	11.95	4
MAZDA	117394	5.94	5	56542	3.43	7
SUBARU	82184	4.16	6	65275	3.96	6
FIESTA*	65935	3.34	7	65393	3.97	5
COLT/HATCHBACK*	52670	2.67	8	38476	2.34	10
FIAT	51196	2.59	9	49220	2.99	8
VOLVO	46127	2.33	10	39996	2.43	9
TOTAL IMPORT CARS	1975827			1647776		

NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	107840	26.78	1	76448	27.65	1
DATSUN	82212	20.42	2	71627	25.91	2
CHEVROLET L.U.V.*	81593	20.26	3	47954	17.35	4
FORD COURIER*	63750	15.83	4	56619	20.48	3
TOTAL IMPORT TRUCK	402619			276428		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1969	9446524	1888812
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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Supplementing Polk's Statistics:

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New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites...establishing dealer and salesmen objectives...planning distribution...and meeting many other marketing problems.

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